

BUSH'S BEANS ULTIMATE WHL GIVEAWAY OFFICIAL RULES  
("OFFICIAL RULES")

NO PURCHASE NECESSARY. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. INTERNET ACCESS IS REQUIRED TO ENTER. GIVEAWAY IS VOID OUTSIDE CANADA AND WHERE PROHIBITED OR RESTRICTED BY LAW OR REGULATION. ALL FEDERAL, PROVINCIAL, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY.

SPONSOR: BUSH BROTHERS & COMPANY, 1016 East Weisgarber Road, Knoxville, TN 37909-2660 (the "Sponsor").

ADMINISTRATOR: PCG365, LLC, P.O. Box 1008, Manhasset, NY 11030 (the "Administrator").

TIMING: The Bush's Beans Ultimate WHL Giveaway ("Giveaway") begins at 12:00:00 AM Pacific Standard Time ("PST") on January 1, 2025 and ends at 11:59:59 PM Pacific Daylight Saving Time ("PDT") on March 22, 2025 ("Giveaway Period").

ELIGIBILITY: This Giveaway is open to legal residents of Canada who are the age of the majority in the jurisdiction from which they reside at the time of entry (individually defined as an "Entrant" and collectively defined as "Entrants"). Employees, officers, and directors of Sponsor, Administrator, Bespoke Sports Marketing, and each of their parent and affiliated companies, subsidiaries, distributors, retailers, dealers, sales representatives, their advertising and promotion agencies, and any and all other companies associated with the Giveaway (collectively, the "Giveaway Entities"), and each of their immediate family members and/or people living in the same household are not eligible to participate. All eligibility is subject to all U.S. federal, state and local laws and regulations. Sponsor's database clock will be the timekeeper for this Giveaway.

HOW TO ENTER: During the Giveaway Period, (a) Use your mobile phone or other web-enabled device to scan the Giveaway quick response ("QR") code featured on specially-marked Bush's Beans displays or promotional materials available at participating stores, which will take you to <https://www.bushsultimatewhlgiveaway.com>; OR (b) Without scanning the QR code, visit <https://www.bushsultimatewhlgiveaway.com>; and follow all prompts and instructions regarding how to register and complete and submit an entry. To complete the entry form, submit your complete name, email address, and the telephone number you frequently use, upload a copy of your store purchase receipt showing at least three (3) Bush's Beans products, submit the name of the store where you purchase Bush's Beans products and select your favorite WHL team (individually defined as an "Entry" and collectively defined as "Entries"). You may also submit the Entry without uploading a copy of a store purchase receipt showing at least three (3) Bush's Beans products. Limit one (1) Entry per person.

Entries will not be acknowledged or returned, and the Sponsor has the right to dispose of Entries at Sponsor's sole and absolute discretion. Sponsor is not responsible for any lost, late, misdirected, illegible, incomplete, mutilated or mechanically reproduced Entries or Entries that have been tampered with or not obtained through legitimate channels, all of which will be disqualified. Mechanically reproduced Entries or Entries generated or submitted with the use of a robotic, automated, macro, or script device, or other automated means or any other means intended to impact the integrity of the Giveaway as determined by Sponsor in Sponsor's sole and absolute discretion may be disqualified. Use of automated entry or similar devices as defined herein but not limited to, aggregator sites and or provided links, or contracted services, which are used to participate, "game" or subvert the Entry process is prohibited and all Entries submitted or otherwise effectuated through such devices are void and will not be honored in any way. Persons found tampering with or abusing any aspect of the Giveaway, or whom Sponsor believes to be causing malfunction, error, fraudulent activity of any kind, disruption or damage will be disqualified from the Giveaway. Sponsor is not responsible for illegible, incomplete or stolen Entries or Entries that are processed late or are lost, stolen or deleted due to computer or electronic malfunction or other error. By

submitting an Entry, each Entrant agrees to abide by the terms of these Official Rules. Sponsor will not assume responsibility for any third party's failure to act in accordance with its instructions pertaining to Giveaway implementation.

Entries submitted by any Entrant who does not meet the eligibility requirements (including all requirements with respect to age and residence), as determined by Sponsor in its sole and absolute discretion, may be disqualified. By participating in the Giveaway, each Entrant unconditionally accepts and agrees to comply with, be bound by and abide by these Official Rules, and the decisions of the Sponsor and/or the Administrator, whose decisions shall be final and legally binding in all respects. Except as otherwise contemplated in these Official Rules, and to the extent Entrants may otherwise elect at the time of Entry, personal information collected in connection with the Giveaway will be used in accordance with Sponsor's privacy policy located at: <https://farmrich.com/terms-of-use/>.

Use of a mobile device to participate in this Giveaway is not required. If you use a mobile device to enter the Sweepstakes, message and data rates may apply, and Entrants will be solely responsible for any and all applicable charges. Please consult your wireless-service provider regarding its pricing plans.

**RANDOM DRAWINGS/ODDS OF WINNING:** One (1) grand prize winner (hereinafter, "Grand Prize Winner") and three (3) second prize winners (hereinafter, each a "Second Prize Winner") will be selected from among all of the eligible Entries received during the Giveaway Period. The random drawing of winners will be conducted on or about March 24, 2025. Odds of winning depend upon the total number of eligible Entries received. Such random drawing will be conducted by the Administrator using randomization methods determined by the Administrator in its sole and absolute discretion. Entries are subject to verification of eligibility and compliance with the terms of these Official Rules. All prizes (hereafter defined) may not be awarded in the event an insufficient number of eligible Entries are received. If there is a dispute regarding the identity of a Prize Winner, the registered account holder of the email account used to submit a winning Entry will be deemed the Prize Winner, subject to such registered account holder's compliance with the Official Rules.

**PRIZE WINNER NOTIFICATION:** Receiving a Prize (as described and defined in the section below) is contingent upon compliance with these Official Rules. Sponsor will attempt to notify the selected Prize Winners by the email account and telephone number used for Entry on or about March 24, 2025. The Giveaway Entities shall have no liability for any Prize Winner notification that is lost, intercepted or not received by a potential Prize Winner for any reason. Time is of the essence in awarding the Grand Prize and Second Prizes. Potential Grand Prize Winner and Potential Second Prize Winners will be required to correctly answer, unaided, a time-limited mathematical skill testing question administered by telephone by Sponsor or its designated agent at a mutually agreeable time before being confirmed as a Prize Winner. If, despite reasonable efforts, the potential Grand Prize Winner or a potential Second Prize Winner does not respond within two (2) business days of the first notification attempt, or if the Grand Prize Winner notification or a Second Prize Winner notification is returned as unclaimed or undeliverable to such potential winner, such potential winner will forfeit his or her Prize and an alternate winner will be selected to win the Grand Prize or Second Prize. If a potential Grand Prize Winner or a Second Prize Winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines the Grand Prize or a Second Prize for any reason prior to award, such potential winner will be disqualified, and an alternate Grand Prize Winner or Second Prize Winner will be selected. Administrator will successively attempt to contact up to five (5) potential winners of the Grand Prize and up to fifteen (15) potential Second Prize Winners accordance with such procedure, and if there is still no confirmed Grand Prize Winner or not all three (3) Second Prize Winners are confirmed after such attempts have been made, if any, the Grand Prize and/or a Second Prize may go unawarded.

**FOUR (4) PRIZES AND THEIR APPROXIMATE RETAIL VALUES ("ARV"):** ONE (1) GRAND

PRIZE: One (1) Grand Prize Winner will receive (i) one (1) iPad Pro 13-inch 512GB; (ii) one (1) access code redeemable for the digital streaming of WHL Live and CHL TV through the end of the 2025 WHL Playoffs including the 2025 Memorial Cup scheduled to end no later than May, 2025; (iii) two (2) WHL Jerseys of Grand Prize Winner's choice; (iv) one (1) two hundred dollars (\$200) Grocery Gift Card designated by Sponsor; and (v) Bush's Beans Swag items designated by Sponsor (i, ii, iii, iv and v, "Grand Prize"). The ARV of the Grand Prize: \$3,500 CAD; and THREE (3) SECOND PRIZES: Three (3) Winners will each receive (i) one (1) access code redeemable for the digital streaming of WHL Live through the end of the 2025 WHL Playoffs including the 2025 Memorial Cup scheduled to end no later than May, 2025; (ii) one (1) WHL Jersey of Second Prize Winner's choice; (iii) one (1) fifty dollars (\$50) Grocery Gift Card designated by Sponsor; and (iv) Bush's Beans Swag items designated by Sponsor (i ii, iii and iv, each a "Second Prize"). ARV of each Second Prize: \$500 CAD. TOTAL ARV OF ALL PRIZES: \$5,000 CAD. In the event, for whatever reason, the 2025 WHL Playoffs and/or the Memorial Cup is/are is cancelled, the access code redeemable for the digital streaming of WHL and CHL TV will not be provided and no additional compensation will be provided in lieu of the cancelled element of the Grand Prize or Second Prize.

The specifics of all elements of the Grand Prize and Second Prizes stated herein shall be solely determined by Sponsor. Sponsor will have no further obligation to a Prize Winner who forfeited his/her Prize and will not replace any forfeited Prize. No transfer, assignment or substitution of any kind of Prize will be permitted. Prize Winners are solely responsible for all taxes on the Prizes as applicable.

GENERAL PRIZE CONDITIONS: Prizes will be awarded only if potential Prize Winners fully complies with these Official Rules. All portions of any Prize are non-assignable and non-transferable. All details and other restrictions of any Prize not specified in these Official Rules will be determined by Sponsor in its sole and absolute discretion. Prize Winners shall be solely responsible for all federal, provincial and/or local taxes, and the reporting consequences thereof, and for any other fees or costs associated with the Prize. Potential Prize Winner will be required to execute an Affidavit of Eligibility, a Liability Release, and (where imposing such condition is legal) a Publicity Release (collectively, "Prize Claim Documents").

Sponsor makes no warranties, and hereby disclaims any and all warranties, express or implied, concerning any Prize furnished in connection with the Giveaway. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, SUCH PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND SPONSOR HEREBY DISCLAIMS ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT.

GENERAL CONDITIONS/LIABILITY RELEASE/FORCE MAJEURE: Each Entrant agrees that the Giveaway Entities (A) shall not be responsible or liable for, and are hereby released from, any and all costs, injuries, losses or damages of any kind, including, without limitation, death and bodily injury, due in whole or in part, directly or indirectly, to participation in the Giveaway or any Giveaway-related activity, or from Entrants' acceptance, receipt, possession and/or use or misuse of any prize, and (B) have not made any warranty, representation or guarantee express or implied, in fact or in law, with respect to the a Prize, including, without limitation, to such Prize's quality or fitness for a particular purpose. The Giveaway Entities assume no responsibility for any damage to an Entrant's or any other person's, computer system which is occasioned by participating in the Sweepstakes, or for any computer system, phone line, hardware, software or program malfunctions, or other errors, failures, delayed computer transmissions or network connections that are human or technical in nature. Without limiting the generality of the foregoing, the Giveaway Entities are not responsible for incomplete, illegible, misdirected, misprinted, late, lost, damaged, stolen, or postage-due Entries or Prize notifications; or for lost, interrupted, inaccessible or unavailable networks, servers, satellites, Internet service

providers, websites, or other connections; or for miscommunications, failed, jumbled, scrambled, delayed, or misdirected computer, telephone or cable transmissions; or for any technical malfunctions, failures, difficulties or other errors of any kind or nature; or for the incorrect or inaccurate capture of information, or the failure to capture any information. Sponsor reserves the right in its sole and absolute discretion to disqualify any individual who is found to be tampering with the Entry process or the operation of the Giveaway, to be acting in violation of these Official Rules, or to be acting in an unsportsmanlike or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Giveaway, or to annoy, abuse, threaten or harass any other person, and Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. No mechanically reproduced, illegible, incomplete, forged, software-generated or other automated multiple Entries will be accepted. If a dispute as to the identity of the individual who actually submitted an Entry cannot be resolved to Sponsor's satisfaction, the affected Entry may be deemed ineligible. Sponsor reserves the right to modify, extend, suspend, or terminate the Giveaway if it determines, in its sole and absolute discretion, that the Giveaway is technically impaired or corrupted or that fraud or technical problems, failures or malfunctions or other causes beyond Sponsor's control have destroyed or severely undermined or to any degree impaired the integrity, administration, security, proper play and/or feasibility of the Giveaway as contemplated herein. In the event an insufficient number of eligible Entries are received and/or Sponsor is prevented from awarding all of the Prizes or continuing with the Giveaway as contemplated herein by any event beyond its control, including but not limited to fire, flood, earthquake, windstorm, epidemic, pandemic, public health crisis, disease, virus, sickness or outbreak or other similar or dissimilar natural disaster; act of God or public enemy; riot or civil disturbance, act of any government or governmental authority, power failure, satellite or equipment failure, failure of telecommunications lines or failure or breakdown of plant, machinery or vehicles operated by a third party; labor dispute, strike, or lockout; actual or threat of war, armed conflict, terrorist attacks, war (declared, undeclared or threatened), explosion, nuclear, or chemical or biological contamination; or a government imposed travel ban, restriction on movement or gatherings, or other government imposed mandate of any kind, order of any court or jurisdiction, or other cause not reasonably within Sponsor's control (each a "Force Majeure" event or occurrence), Sponsor reserves the right to modify, suspend, or terminate the Giveaway. If the Giveaway is terminated before the end of the Giveaway Period, Sponsor may (if possible) select the Prize Winners in a random drawing from all eligible, non-suspect Entries received as of the date of the event giving rise to the termination of the Giveaway. Inclusion in such drawing shall be each Entrant's sole and exclusive remedy under such circumstances. Only the type and quantity of prizes described in these Official Rules will be awarded. If, for any reason, more bona fide winners come forward seeking to claim prizes in excess of the number of each type of prize set forth in these Official Rules, the winners, or remaining winners, as the case may be, of the advertised number of prizes available in the prize category in question may be selected in a random drawing from among all persons making purportedly valid claims for such prize(s). Inclusion in such drawing shall be each Entrant's sole and exclusive remedy under such circumstances. These Official Rules cannot be modified or amended in any way except in a written document issued in accordance with law by a duly authorized representative of Sponsor. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. If any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

GOVERNING LAW/JURISDICTION: ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS OR SPONSOR IN CONNECTION WITH THE GIVEAWAY SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF NEW YORK WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OF

CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS.

ARBITRATION PROVISION: By participating in this Giveaway, each entrant (and any minor entrant's parent or legal guardian) agrees: (i) that any and all disputes the entrant may have with, or claims entrant may have against, the Giveaway Entities relating to, arising out of or connected in any way with (a) the Giveaway, (b) the awarding or redemption of any prize, and/or (c) the determination of the scope or applicability of this agreement to arbitrate, will be resolved exclusively by final and binding arbitration administered by JAMS and conducted before a sole arbitrator in accordance with the rules of JAMS; (ii) this arbitration agreement is made pursuant to a transaction involving interstate commerce, and shall be governed by the Federal Arbitration Act ("FAA"), 9 U.S.C. §§ 1-16; (iii) the arbitration shall be held in in a New York County, NY; (iv) the arbitrator's decision shall be controlled by the terms and conditions of these Official Rules and any of the other agreements referenced herein that the applicable entrant may have entered into in connection with the Sweepstakes; (v) the arbitrator shall apply New York law consistent with the FAA and applicable statutes of limitations, and shall honor claims of privilege recognized at law; (vi) there shall be no authority for any claims to be arbitrated on a class or representative basis, arbitration can decide only entrant's and/or Sponsor's individual claims; the arbitrator may not consolidate or join the claims of other persons or parties who may be similarly situated; (vii) the arbitrator shall not have the power to award punitive damages against the entrant or Sponsor; (viii) if the entrant is able to demonstrate that the costs of arbitration will be prohibitive as compared to the costs of litigation, Sponsor will pay as much of entrant's filing and hearing fees in connection with the arbitration as the arbitrator deems necessary to prevent the arbitration from being cost-prohibitive; and (ix) with the exception of subpart (vi) above, if any part of this arbitration provision is deemed to be invalid, unenforceable or illegal, or otherwise conflicts with the rules of JAMS, then the balance of this arbitration provision shall remain in effect and shall be construed in accordance with its terms as if the invalid, unenforceable, illegal or conflicting provision were not contained herein. If, however, subpart (vi) is found to be invalid, unenforceable or illegal, then the entirety of this arbitration provision shall be null and void, and neither entrant nor Sponsor shall be entitled to arbitrate their dispute. For more information on JAMS and/or the rules of JAMS, visit their website at <https://www.jamsadr.com>.

PUBLICITY RELEASE: Without in any way limiting the rights granted in the Entry as set forth above, and except where prohibited by law, acceptance of a prize constitutes a Prize Winner's permission for the Giveaway Entities to use each winner's Entry (if applicable) and his or her name, social media handle, photograph, likeness, voice, biographical information, statements and address (city and state) in and in connection with advertising, marketing, promotional, and/or publicity purposes for the Giveaway, Giveaway Entities, and all uses of the Entry permitted herein, worldwide and in all forms of media and by any and all means and media now known or hereafter developed, in perpetuity, without any obligation, notice, or further compensation to the winners.

NATURE OF RELATIONSHIP/WAIVER OF EQUITABLE RELIEF: Each Entrant hereby acknowledges and agrees that the relationship between the entrant and the Giveaway Entities is not a confidential, fiduciary, or other special relationship, and that the Entrant's decision to provide the Entry to Sponsor for purposes of the Giveaway does not place the Giveaway Entities in a position that is any different from the position held by members of the general public with regard to elements of the entrant's Entry. Each Entrant understands and acknowledges that the Giveaway Entities have wide access to ideas, stories, designs, and other literary materials, and that new ideas are constantly being submitted to the Giveaway Entities or being developed by their own employees. Each Entrant also acknowledges that many ideas may be competitive with, similar or identical to the Entry and/or each other in theme, idea, plot, format or other respects. Each Entrant acknowledges and agrees that such Entrant will not be entitled to any compensation as a result of any Giveaway Entity's use of any

such similar or identical material. Each Entrant acknowledges and agrees that the Giveaway Entities do not now and shall not have in the future any duty or liability, direct or indirect, vicarious, contributory, or otherwise, with respect to the infringement or protection of the copyright in and to the Entry. Finally, each Entrant acknowledges that, with respect to any claim by entrant relating to or arising out of a Giveaway Entity's actual or alleged exploitation or use of any Entry or other material submitted in connection with the Giveaway, the damage, if any, thereby caused to the applicable Entrant will not be irreparable or otherwise sufficient to entitle such entrant to seek injunctive or other equitable relief and Entrant's rights and remedies in any such event shall be strictly limited to the right to recover damages, if any, in an action at law.

**NO OBLIGATION TO USE:** The Giveaway Entities shall have no obligation (express or implied) to use any Entry, or to otherwise exploit any Entry or, if commenced, to continue the distribution or exploitation thereof, and the Giveaway Entities may at any time abandon the use of the Entry for any reason, with or without legal justification or excuse, and Entrants shall not be entitled to any damages or other relief by reason thereof.

**FURTHER DOCUMENTATION:** If Sponsor shall desire to secure additional assignments from the Entrants, or other documents as Sponsor may reasonably require in order to effectuate the purposes and intents of these Official Rules, then each Entrant agrees to sign the same upon Sponsor's request therefor.

**WINNERS LIST:** To obtain a list of Prize Winners, available after April 15, 2025, send a self-addressed stamped envelope with proper First-Class Postage affixed to: Bush's Ultimate WHL Sweepstakes Winners List, P.O. Box 1008, Manhasset, NY 11030. Requests must be received by May 30, 2025. VT residents do not need to affix return First Class Postage. The Winners List will be available after all Prize Winners have been verified.

**MISCELLANEOUS:** The invalidity or unenforceability of any provision of these Official Rules will not affect the validity or enforceability of any other provision. In the event that any provision of the Official Rules is determined to be invalid or otherwise unenforceable or illegal, the other provisions will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's failure to enforce any term of these Official Rules will not constitute a waiver of that provision. Entrants agree to waive any rights to claim ambiguity of these Official Rules. Headings are solely for convenience of reference and will not be deemed to affect in any manner the meaning or intent of the documents or any provision hereof. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Giveaway-related materials, privacy policy or terms of use on any website, social media platform or application and/or the Official Rules, the Official Rules shall prevail, govern and control and the discrepancy will be resolved in Sponsor's sole and absolute discretion.